



## ***FY2004 Application***

### **Visual Arts at the Market Program**

**Deadline: July 1, 2003**

Please also refer to the Guidelines and Instructions for this program.

1. First Name \_\_\_\_\_
2. Last Name \_\_\_\_\_
3. Salutation ☐ Miss ☐ Ms. ☐ Mrs. ☐ Mr. ☐ Dr.
4. Mailing Address \_\_\_\_\_
5. City \_\_\_\_\_ 6. County: \_\_\_\_\_
7. State \_\_\_\_\_ 8. Zip Code - Plus 4: \_\_\_\_\_
9. Phone Number \_\_\_\_\_
10. Second Phone Number (*optional*) \_\_\_\_\_
11. Fax Number \_\_\_\_\_
12. E-mail Address \_\_\_\_\_
13. Web Address http:// \_\_\_\_\_
14. Social Security Number \_\_\_\_\_
15. Legislative District Number of Applicant:  
U.S. Congressional District #: ☐ #1 ☐ #2 ☐ #3 ☐ #4 ☐ #5 ☐ #6  
Representative's Name: \_\_\_\_\_  
Senators: Jim Bunning (R) / Mitch McConnell (R)  
KY Senate District #: \_\_\_\_\_  
Senator's Name: \_\_\_\_\_  
KY House District #: \_\_\_\_\_  
Representative's Name: \_\_\_\_\_

*If you do not know your Kentucky Senate District, House District, or U.S. Congressional District numbers, please refer to this web site: [www.vote-smart.org/index.phtml](http://www.vote-smart.org/index.phtml) or call your County Clerk's office for this information.*

#### **KAC Staff Use Only**

- |                               |                              |                                  |
|-------------------------------|------------------------------|----------------------------------|
| 1. FY <b>2004</b>             | 7. Grantee Race _____        | 13. • AIE Percent <u>N/A</u>     |
| 2. App. # _____               | 8. # Youth Benefit <u>0</u>  | • AIE Description <u>N/A</u>     |
| 3. C-List # _____             | 9. Project Disc. <u>99</u>   | 14. Proj. Descriptors <u>N/A</u> |
| 4. App. Status <u>01</u>      | 10. Activity <u>13</u>       | 15. Date Rcvd. _____             |
| 5. App. Institution <u>01</u> | 11. Project Race <u>99</u>   |                                  |
| 6. App. Discipline _____      | 12. Grant Program <u>VAM</u> |                                  |

16. Name of Business (if any) \_\_\_\_\_
17. Federal Employer ID Number (if any) \_\_\_\_\_ (Must be 9 digits)
18. Business Tax Registration Number (required) \_\_\_\_\_
19. Are you a Kentucky Craft Marketing Program Juried Participant? ☐ YES ☐ NO

### ***Performance Expectations***

Your application will be reviewed using the following performance expectations/review criteria.

**1. Artistic Excellence (50%):**

Evidence of quality, creativity and individuality of artist's current work as demonstrated by submitted work samples.

**2. Quality of Product (25%):**

Materials, design, and packaging must be of the highest quality, and appropriate for wholesale and retail markets as demonstrated by submitted work samples and application.

**3. Marketing Readiness (25%):**

Evidence that applicant has considered pricing structures, marketing possibilities and fulfillment of orders for both wholesale and retail markets.

### ***Application Narrative***

To assist panelists in reading your application, duplicate the number and heading of each *Performance Expectation/Review Criteria* below on a total of not more than two pages. Make sure that your narrative addresses each bulleted item. Place your name and the words "Visual Arts at the Market" in the upper right-hand corner of each page.

**1. Artistic Excellence (50%):** *Please note: This criterion is determined solely through the work samples submitted. No written information is required. Please be sure to carefully review the work sample information in the Application and the Work Sample Index.*

**2. Quality of Product (25%):** *Please note: This criterion is determined through the work samples submitted as well as the written narrative. Please provide a written response to each bulleted item below.*

- Describe the work that you have submitted, including the formats and processes used in creating the original work as well as in creating reproductions.

- Describe the way in which the work will be offered for sale or packaged and the materials used. Please provide information for original work as well as printed products. This includes information regarding the framing, matting, boxing, wrapping, or any other packaging elements.

**3. Marketing Readiness (25%):** *Please note: This criterion will be determined based upon the completed application and written narrative. Please be sure to respond to each bulleted item.*

- Describe any experience that you have with selling your work within wholesale and/or retail markets. (Include exhibitions, galleries, private sales, stores, festivals or fairs, etc.)
- Describe your pricing structure for wholesale and retail sales (for original work as well as printed products.)
- Describe any marketing materials that you currently have or plan to develop.

### ***Work Samples***

Artists may apply to Visual Arts at the Market with original 2D paintings, drawings, prints, photographs, mixed-media work, and other 2D work, in addition to note cards, posters, calendars and other printed products derived from original 2D art. All digitally created or manipulated work must be derived from the artist's original work. Digital impressions of appropriated images are not allowed (such as Clip-art, downloaded paintings, prints, drawings, etc.)

You may submit up to ten slides of original work, and up to five samples of printed products derived from your original work. It is required that you submit a slide of the original work from which any reproduction samples are submitted. Please see the attached Work Samples Index for the appropriate format in which to submit slides. Please be specific when completing the slide index.

- **Original 2D work:** For consideration of original two-dimensional work, 35mm slides of art work are required for all submissions. **DO NOT SUBMIT YOUR ORIGINAL FRAMED WORK.** Artists may submit a maximum of ten slides. Choose slides carefully to show recent work that relates to the purposes of the Visual Arts at the Market program. Arrange the slides in a definite order and number them accordingly. Put typed labels on the front of each slide with the artist's name, the medium (oil, watercolor, etc.), the date completed, the height and width of the work, along with a notation of top of the slide. Include this information on the *Slide/Sample Index* sheet, attached to the application, as well. **NOTE:** (If artist is also submitting products derived from original work, you must submit slides of the corresponding original work as part of the application.)
- **Printed Products:** Printed products (such as note cards, prints, calendars) must be derived from artist's original artwork. For consideration of printed products, you must submit the sample products as well as slides of the original work from which the products are derived. (For instance, if submitting a box of note cards, also submit a slide of the original work from which the note cards were printed.) Artists may submit a maximum of five sample products. Printed products should be submitted in packaging, as it would be sold.

You must send or deliver your work samples and the application at the same time. Work samples will be returned as soon as possible following the jury process.

## ❖ **SLIDE REQUIREMENTS**

The importance of quality slides cannot be overemphasized. Slides are the means by which you show your work; therefore, good slides are extremely important! Your slides should have no visual interference -- leave the back door and the bedroom wallpaper out of your shots. The most effective slide presentation is one that shows panelists a cohesive, consistent, developing body of your latest work. Select slides most representative of your style and of the work you would include in the Visual Arts at the Market program.

Submit 2" x 2" slides of recent work and number them in the order you want them to be projected during the panel review. The KY Arts Council will retain the slides of those accepted for the Market, so **do not send originals**. The slides must be in good condition, mounted in sturdy cardboard or, preferably, plastic, which is less subject to damage.

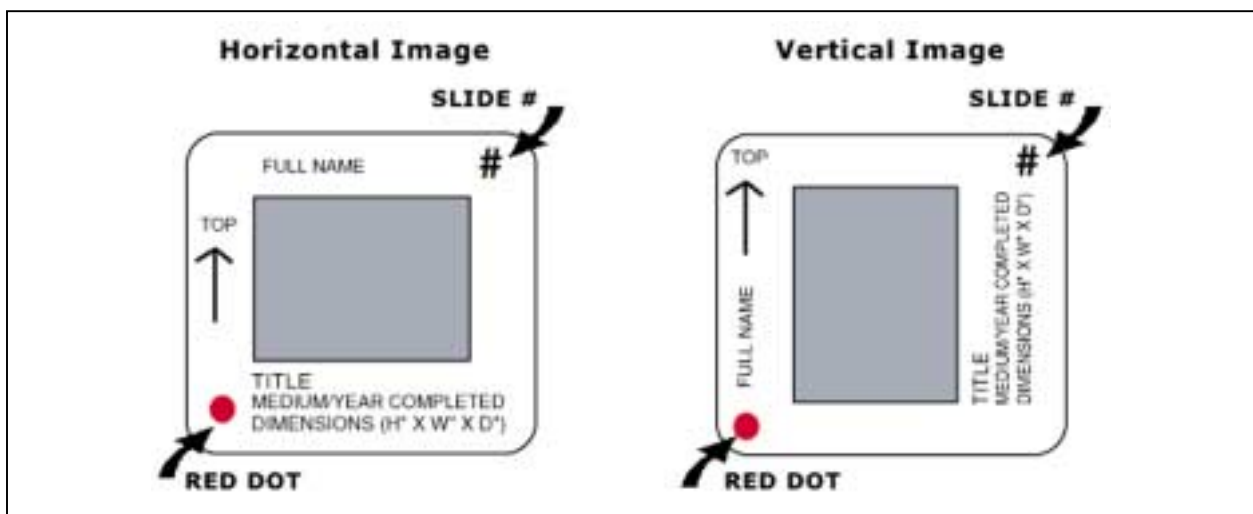
Label the front of the slides providing the information requested. Type or neatly print in the exact format shown in the example below. When applying labels, position them carefully so they do not curl over the edges of the slide mount, which can cause sticking and jamming. Information on slides must correspond in sequence with the slide list.

- Print or type your full name in the upper left corner.
- In the upper right corner of the slide mount, number the slides.
- Place a red dot in the lower left corner to ensure that slides are oriented properly in the carousels. The dot must be large enough to be clearly seen. Use Avery 1/4" red dots or a red pen.
- Draw an arrow in the left margin of the slide mount indicating the top of the image.
- The bottom of slide should be marked with Title/Medium/Year Completed, and Dimensions (H" x W" x D")

Place your slides in an 8 ½" x 11" slide sheet. The pockets should hold the slides securely.

**Loose slides or slides in boxes will not be accepted.**

### **HOW YOUR SLIDES SHOULD LOOK:**



## KENTUCKY ARTS COUNCIL SLIDE/SAMPLE INDEX

Applicant's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code +4: \_\_\_\_\_

Day Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Program for which samples are being submitted: \_\_\_\_\_

Applicant must include complete information. Space is available to include additional details about each piece. Please provide a description regarding how the work will be presented: type of paper used, framed, unframed, matted, shrink-wrapped, etc.

1. Original Work: ☐ Sample Product: ☐

Title: \_\_\_\_\_ Date completed: \_\_\_\_\_

Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_

Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_

Brief Description: \_\_\_\_\_

Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_

2. Original Work: ☐ Sample Product: ☐

Title: \_\_\_\_\_ Date completed: \_\_\_\_\_

Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_

Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_

Brief Description: \_\_\_\_\_

Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_

3. Original Work: ☐ Sample Product: ☐

Title: \_\_\_\_\_ Date completed: \_\_\_\_\_

Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_

Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_

Brief Description: \_\_\_\_\_

Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_

4. Original Work: ☐ Sample Product: ☐  
Title: \_\_\_\_\_ Date completed: \_\_\_\_\_  
Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_  
Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_  
Brief Description: \_\_\_\_\_  
Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_
5. Original Work: ☐ Sample Product: ☐  
Title: \_\_\_\_\_ Date completed: \_\_\_\_\_  
Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_  
Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_  
Brief Description: \_\_\_\_\_  
Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_
6. Original Work: ☐ Sample Product: ☐  
Title: \_\_\_\_\_ Date completed: \_\_\_\_\_  
Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_  
Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_  
Brief Description: \_\_\_\_\_  
Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_
7. Original Work: ☐ Sample Product: ☐  
Title: \_\_\_\_\_ Date completed: \_\_\_\_\_  
Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_  
Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_  
Brief Description: \_\_\_\_\_  
Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_
8. Original Work: ☐ Sample Product: ☐  
Title: \_\_\_\_\_ Date completed: \_\_\_\_\_  
Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_  
Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_  
Brief Description: \_\_\_\_\_  
Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_

9. Original Work: ☐ Sample Product: ☐  
Title: \_\_\_\_\_ Date completed: \_\_\_\_\_  
Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_  
Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_  
Brief Description: \_\_\_\_\_  
Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_
10. Original Work: ☐ Sample Product: ☐  
Title: \_\_\_\_\_ Date completed: \_\_\_\_\_  
Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_  
Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_  
Brief Description: \_\_\_\_\_  
Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_
11. Original Work: ☐ Sample Product: ☐  
Title: \_\_\_\_\_ Date completed: \_\_\_\_\_  
Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_  
Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_  
Brief Description: \_\_\_\_\_  
Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_
12. Original Work: ☐ Sample Product: ☐  
Title: \_\_\_\_\_ Date completed: \_\_\_\_\_  
Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_  
Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_  
Brief Description: \_\_\_\_\_  
Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_
13. Original Work: ☐ Sample Product: ☐  
Title: \_\_\_\_\_ Date completed: \_\_\_\_\_  
Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_  
Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_  
Brief Description: \_\_\_\_\_  
Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_

14. Original Work: ☐

Sample Product: ☐

Title: \_\_\_\_\_ Date completed: \_\_\_\_\_

Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_

Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_

Brief Description: \_\_\_\_\_

Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_

15. Original Work: ☐

Sample Product: ☐

Title: \_\_\_\_\_ Date completed: \_\_\_\_\_

Dimensions: \_\_\_\_\_ Medium: \_\_\_\_\_

Original Format: \_\_\_\_\_ Printing Process: \_\_\_\_\_

Brief Description: \_\_\_\_\_

Wholesale Price: \_\_\_\_\_ Retail Price: \_\_\_\_\_



## ***Application Checklist***

**Include this application checklist as the first page of your application package.**

Your application is not complete and will not be forwarded to the panel for review if it does not contain the following **mandatory** information.

### **One signed original**

- ☐ Visual Arts at the Market Application and two page narrative

### **One copy of the following:**

- ☐ Up to ten slides and/or five samples, individually numbered and identified
- ☐ Slide/Sample Index
- ☐ Self-addressed, stamped mailer (if you wish sample materials returned)

### **Optional Materials:**

- ☐ Resume or bio (two page maximum).

## ***Applicant Signature***

*I certify that the foregoing statements and enclosures are true and complete to the best of my knowledge. I agree to allow the Kentucky Arts Council to duplicate any supporting materials submitted with the application for jurying purposes.*

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

**All signatures must be in RED ink.**

## ***Mailing Address for Completed Application***

Kentucky Arts Council  
Old Capitol Annex  
300 West Broadway  
Frankfort, KY 40601-1980